



THE PURPOSE OF ECOTOURISM IS TO ENSURE THE ENVIRONMENTAL SECURITY AND SUSTAINABLE DEVELOPMENT OF PRESENT AND FUTURE GENERATIONS

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Abstract: This article analyzes regional problems in the development of tourism in the Khorezm region.

Key words: tourism, island, investor, cultural heritage, tourist neighborhood, green coating.

In the world, the ecological tourism direction of the tourism industry was formed and is developing in the context of the search for ways to save the nature of our planet and its resources for the prevention of the ecological crisis facing mankind, for the sustainable development and survival of mankind. Decree No. PF-4861 of December 2, 2016 of President Sh. Mirziyoev "On measures to ensure rapid development of the tourism sector of the Republic of Uzbekistan" [1, p. 2] created a fundamental turn in the development of tourism in the country, the ground for a new stage, conditions for promising reforms in tourism. As stated in the decree: "Rapid development of tourism in the country, more complete and effective use of the existing huge tourism potential, together with traditional cultural and historical tourism, other potential types of tourism - ... ecological tourism ... national and regional comprehensive development of internal, inbound and outbound tourism development and implementation of programs" is defined.

The flow of world tourism is moving from developed countries to developing countries. The tourism industry of developing countries is mainly carried out at the expense of ecological tourism. Currently, ecotourism covers 10-20% of the tourist market, and the growth rate is several times higher than the overall growth rate of the tourism industry [2, p. 42].

The goal of ecotourism is the rational use of nature in the tourist direction to ensure ecological safety and sustainable development of current and future generations [3, p. 9]. Therefore, in the economic development of the country, it is important to determine the role and importance of ecotourism in the economy, analyze the parameters of development and apply it to the tourism of the republic, organize the market of ecotourism activities and develop its promising directions.

The bolneological resort "Khonka" sanatorium, located on the shore of the "Shavot" channel of the region, is operating. For many years, this sanatorium has been helping visitors effectively deal with cardiological, neurological and locomotor diseases. This sanatorium is famous for its healing mineral water saturated with bromine, iodine and other trace elements.

Timely resolution of issues of ecotourism development in the region, preservation of natural biodiversity, protection of natural resources and prevention of international environmental crises will be a contribution. Reforms were carried out in the health system of Khorezm region on the basis of "State Dastypi on Health Care System Reform". Inefficiently working hospitals, the treatment plan was reduced, and the area where the treatment plan met was brought to the level of the sanitary treatment plan [4, p. 32].

In Khorezm region, the activity of sanatorium-resort facilities also plays a major role in the development of ecotourism. In particular, in Bogot district there is a center "Kalajik Oromgohi Sanitation". This health center is located near the lake around the 3,000-year-old Kalajik Castle. This lake is considered

an important tourist-recreational object of this place, its water is rich in various mineral substances, bathing in the water, lying in the coastal mud, burying in the sand and basking in the sun improves the blood circulation system, calms the nerves, and is effective in the treatment of joint and some skin diseases. .

Another sanatorium-resort facility that plays a major role in the development of ecotourism is the "Shavot Obi-hayot" sanatorium located in Shavot district. The fact that the sanatorium is surrounded by trees and plants and located by the water provides the vacationers with fresh air. The difference between this health center and other places is that special healing infusions are made here. In addition, the sanatorium offers acupuncture, hydromassage, magnetotherapy and other invigorating services to those who wish to restore their health in this place.

Also, visitors to the sanatorium can use the services of healing mud, swimming pool, vibromassage, sauna, gym [5, p. 42].

Natural-ecological resources are mainly implemented in protected natural areas (METH) as important tools in the development of ecotourism in the world. They organize their activity as an ecotourism facility in accordance with the requirements of science and practice. In Khorezm region, in all categories of this system, the organization of ecotourist areas and the creation of appropriate facilities, in the future, the establishment of this system was organized in accordance with the principle of the integrity of the administrative-territorial system. Such areas are controlled by the Nature Protection Offices. In order to improve the work of agencies, the new Statute of the State Committee for Nature Protection was approved at the VI session of the Oliy Majlis of the Republic of Uzbekistan in May 1996 [6, p. 61]. Khorezm region is one of the regions with the highest resources in the country in terms of variety, color and attractiveness of tourism resources. In the development of ecotourism in the region, the region has a great role and potential for water bodies, its length is 2137 km. Syrdarya, 1437 km. The flow of Amudarya is important.

Khorezm region has its own rich natural resources for the development of ecotourism. In particular, the development of ecological tourism along with historical and cultural tourism in Khorezm region is of great importance today. From this point of view, the development of scientifically based recommendations and suggestions regarding the main directions and prospects of ecotourism development in the region is one of the most urgent issues facing the region's tourism sector. For example, in order to develop ecotourism in Khorezm region, new tourist complexes have been established in Khiva district on the basis of Khiva Karakol farm and on the shores of Eshon Ravot lake, where camel, boat and scooter rides, fishing and folk games will be shown. At the same time, a health-tourist complex was created on the shores of the "Kal'ajik" lake complex in the Bogot district, where all conditions were created for a general catering station for tourists, a country camp, camel and horse rides around the castle. On the banks of the "Shavot" canal in the city of Urganch, special places for ships to stop were built, new ships were purchased and put into operation, and recreation facilities were organized, and a hypermarket with a modern look was built in the city center [7, p. 42]. The natural resources and biological diversity of the Khorezm region provide an opportunity to create new tourist products for domestic and international tourism. There is a great potential for the development of eco-tourism in the region, and there are great opportunities for the development of eco-tourism and hotel services on the Amudarya coast of Bogot, Khanka, Urganch districts. Ecological tourism services can also be established in the zone of the "Kyzilkum" state reserve in the region. This reserve is located in the middle stream of Amudarya, mainly in Khazorasp district of Khorezm region and partly in Romiton district of Bukhara region.

The total area of the reserve is 10 thousand 311 hectares. 86 percent of its territory corresponds to Khazorasp district. The reserve consists mainly of groves and partly desert, and the reserve has more than 150 species of flora, 86 species of animals and 267 species of birds. Among them, 8 types of fish, 1 reptile, 18 types of birds and 2 types of animals are included in the "Red Book". The unique nature and landscape of this place increases the desire of tourists to get to know the reserve. On the basis of this reserve, there are opportunities to develop ecological tourism and hotel services on the coast of Amudarya, and organize camel and horse excursions for tourists [8, p. 158].

At the 1992 UN conference on environmental issues held in Rio de Janeiro, it was emphasized that environmental education is of great importance in the implementation of the strategy of human lifestyle and sustainable development in the countries of the world. The future of the planet depends on the ecological culture of the young generation. Systematic organization of ecological knowledge, consciousness, culture

and environmental education among young people, further improvement of ecological field by involving advanced innovative technologies, increasing knowledge and skills aimed at young people's love for Mother Nature and protecting it like the apple of an eye.

Today, the negative impact of scientific and technical development on the purity of nature is greater, and the environmental problems that arise as a result of it have an even greater impact on humanity. Environmental protection is very important not only today, but also for the future. Because no matter how advanced humanity lives, it still has to reckon with nature. The President's Resolution No. PQ-4845 of September 29, 2020 "On measures to further improve the management system of work related to household and construction waste" indicates that ensuring environmental safety is considered an important issue in our country. The resolution specifies the effective organization of environmental education and promotion in the implementation of works related to waste, as well as close cooperation with citizens, non-governmental non-profit organizations and mass media in the implementation of public environmental control [9, p. 4]. Also, the task of preparing information-analytical and media materials aimed at increasing public awareness of the state of ecology and environmental protection, increasing ecological culture, and strengthening measures to prevent violations in time is defined. Khorezm region also has some recreational resources. For example, it is desirable to create a tourist complex on the shores of "Govukkol" and "Eshonravot" lakes in Khiva district, develop fisheries, organize tents, swimming equipment rental services, and the infrastructure of swimming pools. The establishment of this recreation zone will increase the interest in recreation not only in the region, but also in the people of the Republic of Karakalpakstan, Bukhara and Navoi regions. In the future, it is possible to attract tourists from other regions and foreign countries in exchange for improving the quality of services. One of the promising directions in the field of tourism is ecotourism. In recent years, there has been an increasing interest in natural or ecotourism among world tourists. In today's era, when people are increasingly looking for nature, the establishment of tourist zones in peaceful places away from the noise of the city brings a lot of income. According to the data, the income from ecotourism in the tourist market is 10-18 percent. In particular, the share of ecological tourism in the economy of Kenya, Costa Rica, the Middle East and some Arab countries, and some countries on the European continent is significant. This type of tourism is also distinguished by its importance in solving the problems of nature protection, preservation and reproduction of rare plants and animals. At the same time, ecotourism is a new approach to nature conservation. It is more effective to encourage people to protect the environment and use natural resources wisely. This direction of tourism encourages tourists and tourism organizations not to negatively affect nature and to protect it. Another positive aspect of the development of ecotourism is that there are not many hotels that provide high-quality services to tourists. Because in this direction, traditional recreation and household comforts become a secondary issue. For a tourist, the main thing is to enjoy nature and see the beauties. It is enough to pitch tents and set up campsites.

But on the other hand, ecotourism requires a highly qualified specialist, that is, an ecologist for each group, an employee who ensures the safety of tourists. All activities of travel agencies must be based on the legal requirements for nature protection. Ecotourism is also a form of healthy lifestyle. Eco-types often include sports and wellness treatments. They are usually offered by tour operators in various forms. For example, it is possible to organize excursions to protected areas, day trips to mountains or lakes as additional services for those who live in a mountainous area and visit natural objects or live in resort hotels. National parks, the Archipelago region with a complex ecological situation, as well as specialized institutions are also suitable for ecotourism. In particular, there are many opportunities for the development of ecological tourism in the Republic of Karakalpakstan. Foreign tourists have a strong desire to see the dry bottom of the Aral Sea and its "cemetery of ships".

The International Tourism Day, established by the UN International Tourism Organization, is celebrated annually on September 27. Date participants promote tourism on a large scale, encouraging people to make and enjoy trips, even if they are small [10, p. 4]. The Aralboyi region is rich in unique historical-archaeological and ecological monuments. Amudarya coasts, unique beautiful nature of the region, unique flora and fauna indicate that there are great opportunities for the development of ecological tourism. One of the main directions for the development of ecological tourism in the archipelago region is the Lower Amudarya State Biosphere Reserve (KADBR), where there are 43 species of fish, 2 species of amphibians, 29 species of reptiles, 246 species of birds and 36 species of mammals, as well as many natural ecotourism

sites on the Amudarya coast. is also available. Also, Aqchakol, Sudoe, Eshonravot, Khorezm lakes of the Republic of Karakalpakstan, Govuk lakes are one of the important objects for the development of ecological tourism in the Aral Bay region.

Based on the analysis, it can be seen that the number of ecotourism and agrotourism facilities in Khorezm region increased in 2016-2022. For example, in 2016, the number of eco and agrotourism facilities was 73, and in 2022, their number increased to 96. 3 of them are forestry objects, 71 are fishing lakes, 2 are protected areas, 12 are ecotourism objects for tourists, 8 are agrotourism objects for tourists [11, p. 2]. In general, as opportunities for the development of ecotourism in the region, it can be shown that there is an opportunity to develop ecotourism in a complex manner with other types of tourism, and that it is possible to effectively use natural and ecological resources as an object for ecological tourism in regions that are in an ecological crisis. In the region, in the historical-architectural direction of tourism, opportunities are being used for the development of ecotourism in the area of the "Kyzilkum" state reserve, on the shores of Amudarya, in Govukkol and Eshonravot lakes, and in connection with healing underground waters in Bogot, Khanka, Hazorasp, Urganch districts [12, p. 4].

To conclude, timely solution of issues of tourism development in the region, preservation of biodiversity in nature, protection of natural resources and prevention of international environmental crises will be a contribution.

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